


Subject: Fwd: Market Match Report for March 13th

From: Blair Besten

Date: 03/16/2016 11:24 AM

To: Sara Hernandez <sara.hernandez@lacity.org>, Martin Schlageter <martin.schlageter@lacity.org>

See below.

	<p>Blair Besten <i>Executive Director</i></p> <p>209-211 W 5th Street Los Angeles, California 90013</p> <p>p 213.488.1901 c 213.700.9829 HistoricCore.BID</p> <p>FOLLOW US ON: facebook / twitter / instagram</p> <p>24HR HOTLINE: 213/239-8336</p>
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----- Forwarded message -----

From: Frank Tamborello <frank@hungeractionla.org>

Date: Wed, Mar 16, 2016 at 11:23 AM

Subject: RE: Market Match Report for March 13th

To: Blair Besten <blair@historiccore.bid>, Howell Tumlin <howell@sfma.net>

Cc: Noah Strouse <noah@historiccore.bid>

Thank you Blair! That would be enormously helpful. It would also be helpful if I could indulge your testimony in seeking funding for the senior/disabled portion of the program---currently at \$8,000 per month, this is the fastest growing sector, and the only one not funded by our major streams of support (First 5 LA and the USDA-FINI subcontract.) Yet just last year the city hosted a summit on Senior Hunger. Let me know if any of you are interested.

---By the way, Downtown consistently shows highest number of new participants, and they spend their own CalFresh at a higher ratio (approximately 2.5 of their own resources for each dollar of Market Match), compared to about a 1.4 ratio at one of the other very busy markets. So, your market is key in showing the efficacy of the program.

From: Blair Besten [mailto:blair@historiccore.bid]

Sent: Wednesday, March 16, 2016 11:18 AM

To: Howell Tumlin <howell@sfma.net>

Cc: <frank@hungeractionla.org> <frank@hungeractionla.org>; Noah Strouse <noah@historiccore.bid>

Subject: Re: Market Match Report for March 13th

We have been featuring this is a number of our marketing and outreach materials. Seems like it's working.

Thank you so much for keeping this program in place and for creating something so wonderful for our constituents.

I'd like to ask for a commendation at City Council. I think programs like yours are deserving.

Warm regards,



Blair Besten
Executive Director

209-211 W 5th Street
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On Wed, Mar 16, 2016 at 9:21 AM, Howell Tumlin <howell@sfma.net> wrote:

EBT Transactions: 44 EBT Distributed: \$553 EBT Redeemed: \$491 Market Match Redeemed: \$292

Howell Tumlin

President/CEO

Southland Farmers' Market Association

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Info@sfma.net